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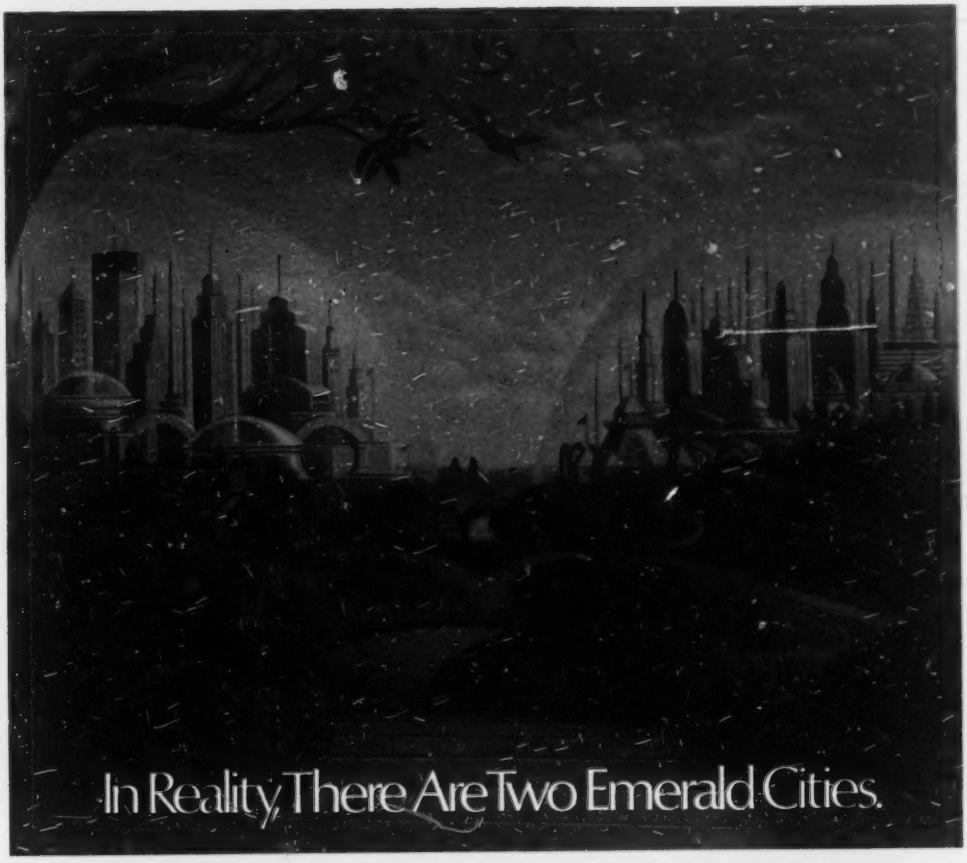
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 2



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54th Year 1985

TV's big three: squaring off for '85-'86 race

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Vol. 109 No. 10

Broadcasting Sep 2

Gannett wins ENA bidding war
Group W Cable up for sale
Mini-series mania

BIDDING WINNER □ Gannett Co. purchases Evening News Association for $717 million, ending bidding war begun by L.P. Media. **PAGE 31.**

ON THE BLOCK □ Westinghouse Broadcasting and Cable puts its cable operations up for sale. Some 140 systems with over 2 million subscribers expected to fetch between $2.4 billion and $2.8 billion. **PAGE 32.**

FALL LINEUP □ Networks begin staggered introduction of new fall shows with core of the new schedule to air later this month. **PAGE 34.**

FINAL DAYS □ Space WARC in Geneva is winding down with a number of issues still to be resolved. **PAGE 38.**

VIDEO SHOW □ With penetration of videocassette recorders expected to reach 28% by the end of the year, the home video market continues to expand, as evidenced by the Video Dealers Association convention in Washington. **PAGE 42.**

REALITY GAP □ National Commission on Working Women study finds television families not reflective of real families. **PAGE 44.**

LONG-FORM STAKES □ The mini-series is increasingly becoming a staple of the networks' programing plans. BROADCASTING talks with David Wolper, a highly successful mini-series producer, and looks at what the networks have in development for the fall. **PAGE 45-48.**

PBS PREVIEW □ PBS adds 21 new programs to its fall schedule with several dealing with controversial topics. **PAGE 48.**

VIDEO BUY □ Viacom purchases MTV Networks for $690 million. Move gives company substantial stake in both pay and basic service universe. **PAGE 50.**

ON THE REBOUND □ RKO General President Shane O'Neil says troubled company is well on its way toward recovering from license, billing problems. **PAGE 52.**

CAPPING THE RECAP □ Multimedia shareholders get document detailing company's recapitalization plan, which reveals new shares of stock will initially trade at $10. **PAGE 56.**

QUINCY FILING □ Cable industry files against stay of must-carry decision. **PAGE 59.**

RUSSIAN INCLUSION □ Intelsat and Russia sign memorandum of understanding regarding country's participation in worldwide satellite system. **PAGE 62.**

CABLE SHOW □ Eastern Cable Show concentrates on improving revenue stream. Pay-per-view, advertising and better marketing frequently mentioned as cures. **PAGE 71-74.**

RADIO COUNTDOWN □ Attendance projections are running ahead of last year for joint Radio Convention of NAB and NRBA. **PAGE 75.**

GOAL ORIENTED □ Michael Garin of Telepictures believes in setting his goals high. And in reaching them. **PAGE 103.**

INDEX TO DEPARTMENTS

Business 50	Editorials 106	Law & Regulation 58	Stock Index 70
Business Briefly 10	Fates & Fortunes 99	The Media 71	Technology 64
Cablecastings 8	Fifth Estater 103	Monday Memo 14	Telecastings 69
Changing Hands 74	For the Record 78	Open Mike 27	
Closed Circuit 7	In Brief 104	Programing 42	
Datebook 18	In Sync 58	Riding Gain 66	

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INDEX TO ADVERTISERS: Accu-Weather, Inc. 18 □ American Airlines Priority Parcel Service Third Cover □ Americom Media Brokers, Inc. 76 □ AT&T Communications 40-41 □ Associated Press Broadcast Services 10 □ Blackburn & Co., Inc. 74 □ Blair Radio/Blair RAR 67 □ Blair Television Second Cover □ BrightStar 63 □ Classified Ads 88-98 □ CNN Radio 4-5 □ Conus Communications 24-25 □ Daniels & Associates 56, 58, 60, 62, 64 □ Delta Dash 9 □ Doubleday Broadcasting Co. Fourth Cover □ Drake-Chenault 23 □ Embassy Telecommunications 53, 54-55 □ The Fetzer Stations 19 □ Gabriel Awards 26 □ Gammon & Ninowski Media Investments, Inc. 78 □ Goldman, Sachs & Co. 79 □ Grandy & Berkson Media Brokers 77 □ Group W Productions/Filmation 20-21 □ Heller-Oak Communications Finance Corp. 75 □ Hubcom 6 □ Kalamusic 66 □ Kalil & Co., Inc. 80 □ Katz Continental Television 11, 13, 15 □ Katz Independent Television 30 □ KSTP-TV Front Cover □ Media General Broadcast Services, Inc. 57 □ MIPCOM '85 61 □ Motor Racing Network 12 □ Panasonic Broadcast Systems 28-29 □ Professional Cards 86, 87 □ RKO Radio 39 □ Services Directory 87 □ Warner Bros. Television Distribution 16-17

no poor families on TV, the study says.

■ Two-thirds of all TV children live with one parent, step-parents or legal guardians. In reality, four out of five children live with both parents.

■ No black children on TV (except those on *The Cosby Show*) live with their natural parents, and 80% of all black children are upper middle class or wealthier. In reality, the study says, black children live in a variety of family settings and one out of two black children lives in poverty.

■ More than half of all television children live with their fathers, who experience no difficulties being a single parent. In reality 90% of all children in single parent homes live with their mothers, whose average annual income is under $9,000.

The report was funded by the women's division of the general board of global ministries of the United Methodist Church. It is the first of a series by the commission, with one on "older" women on television in the planning stages for next spring, Steenland said. □

Making the most of mini-series

Although the program form has experienced lower ratings in past season, networks are still enthusiastic about its value

All three networks are going for mini-series in a big way next season, despite recent declines in ratings for that genre of programming. Indeed, network executives and producers staunchly insist the mini-series format is still strong. The weaker performance of mini-series last season—down an average 18% in ratings—was due principally to the selection of programs and their scheduling, executives explain, rather than to any cooling of viewer interest in the form.

Viewers will be seeing more mini-series of shorter length this season—although they also will see the mega-length, 24-hour *North and South* saga on ABC—and more two-nighter episodes with average lengths of four to five hours.

The concern with mini-series is not purely academic. Just a few seasons ago, the format was heralded as the savior of network television. Episodes from both *Roots* and *The Thorn Birds* were among the most-watched television programs of all time, but some of last season's mini-series events averaged the kind of ratings usually reserved for underperforming series. However, the networks more than doubled the number of hours (from 36 to 80) of mini-series that aired, which presumably contributed to the ratings shortfall.

Next to ABC's *North and South*, the longest mini-series next season is NBC's nine-hour *Peter The Great*. Five mini-series are seven hours each, and the remaining six are four hours each. There is even some dispute whether a limited series of four hours length is a "mini-series." According to the National Academy of Television Arts and Sciences, sponsor of the annual Emmy Awards, a

CBS ties NBC for first in ratings race

NBC had its summer ratings streak broken for the week ending Aug. 25, as CBS tied NBC in average ratings, and beat it in average share. According to Nielsen's National Television Index (NTI), CBS had a 12.6 average rating and a 23 average share, while NBC had a 12.6/22, and ABC had an 11.8/21. Until that time, NBC had won 13 consecutive weeks.

The week's only premiere, CBS's yuppie comedy-drama, *Hometown* (Thursday 10-11 p.m. NYT), scored a 13.8/24, to tie with a repeat of *Cagney and Lacey* for 23d on the week's schedule of 60 programs. In its second week, CBS's news magazine, *West 57th* (Tuesday, 10-11 p.m. NYT), slid from its premiere of 10.5/19 to 9.7/17. A repeat of CBS's Civil War mini-series, the eight-hour, three-part *Blue and the Gray*, averaged an 11.4/21.

HUT levels for the week were up 6%, from last year's 53.4 to 56.6, and combined ratings and shares were up considerably, by 30% and 22% respectively. Last year's combined ratings were 28.4, while this year's were 37. Combined shares rose from 53.7 last year to 65.7 this year.

In nightly wins, CBS won Sunday, Monday, and Wednesday; NBC won Thursday and Friday, and ABC won Tuesday and Saturday.

■ CBS won Monday on the strength of third- and fourth-ranked *Kate and Allie* and *Newhart*, at 8-9 p.m. NYT, which enjoyed a 16th-ranked lead-in from *Scarecrow and Mrs. King* (8-9 p.m. NYT). On ABC, *NFL Pre-season Football* (9 p.m.-12:08 a.m. NYT), Denver vs. San Francisco (13.2/23), outperformed *ABC Monday Night Baseball*.

■ ABC won every hour on Tuesday night, which included the ninth-ranked *Magruder and Loud* and the 12th-ranked *Moonlighting*. The *CBS Tuesday Night Movie*, "The In-Laws," did a 9.8/17.

■ A repeat of the *Ninth Circus of the Stars*, 9-11 p.m. NYT, helped give CBS a win on Wednesday. NBC took the 8-9 p.m. NYT hour with *Highway to Heaven*.

■ NBC took Thursday as its normal lineup included four of the week's top 10 shows. At 10 p.m., ABC's *20/20* (13.9/25) edged out the debut of *Hometown*. Thursday was the highest-ranked night on the schedule (16.2/29).

■ Friday, an NBC win, featured the the fifth-ranked *Miami Vice* (10-11 p.m.). The first episode of *Blue and the Gray* (8-11 p.m. NYT) scored a 9.8/19.

■ With one-and-a-half-hour episodes of *Love Boat* and *Finder of Lost Loves*, ABC won Saturday night, taking every hour. Preseason NFL football on NBC scored a 9.2/18.

■ Sunday saw a tight battle among the three networks, as CBS took the night on the strength of the sixth-ranked *60 Minutes*. In its second week, *oceanQuest*, on NBC, won its time period (8-9 p.m. NYT). The *ABC Sunday Night Movie*, "The Sting," won the 9-10 p.m. period and tied CBS's third part of *Blue and the Gray* from 10 to 11 p.m.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	20.9/39
2.	Family Ties	NBC	18.1/32
3.	Kate & Allie	CBS	17.2/27
4.	Newhart	CBS	17.1/27
5.	Miami Vice	NBC	16.9/31
6.	Cheers	NBC	16.5/28
7.	60 Minutes	CBS	16.0/32
8.	Night Court	NBC	15.9/27
9.	MacGruder and Loud	ABC	15.7/28
10.	Circus of the Stars	CBS	15.7/27
11.	Simon & Simon	CBS	15.7/27
12.	Moonlighting	ABC	14.8/24
13.	Riptide	NBC	14.7/24
14.	Three's A Crowd	ABC	14.6/25
15.	Finder of Lost Loves	ABC	14.5/27
16.	Scarecrow & Mrs. King	CBS	14.4/25
17.	A Team	NBC	14.4/25
18.	Demon Murder Case	NBC	14.4/24
19.	The Sting	ABC	14.3/24
20.	Facts of Life	NBC	14.2/24
21.	oceanQuest	NBC	13.9/25
22.	20/20	ABC	13.9/25
23.	*Hometown	CBS	13.8/24
24.	Cagney & Lacey	CBS	13.8/23
25.	Remington Steele	NBC	13.7/24
26.	Double Trouble	NBC	13.7/22
27.	Who's the Boss?	ABC	13.6/24
28.	Blue and the Gray, pt. 3	CBS	13.5/23
29.	Football—Denver vs. S.F.	ABC	13.2/23
30.	Little House: Farewell	NBC	13.0/21
31.	Hill Street Blues	NBC	12.9/23
32.	Highway to Heaven	NBC	12.7/23
33.	I Had Three Wives	CBS	12.3/23
34.	Magnum, P.I.	CBS	12.2/22
35.	Love Boat	ABC	11.6/23
36.	Hardcastle & McCormick	ABC	11.2/20
37.	Webster	ABC	11.1/23
38.	Blue and the Gray, pt. 2	CBS	11.0/21
39.	Benson	ABC	10.8/20
40.	Life's Embarrassing Moments	ABC	10.7/20
41.	St. Elsewhere	NBC	10.6/18
42.	Off the Rack	ABC	10.3/19
43.	Today: At Night	NBC	10.3/18
44.	Hotel	ABC	10.2/17
45.	Mr. Belvedere	ABC	9.9/19
46.	Blue and the Gray, pt. 1	CBS	9.8/19
47.	The In-Laws	CBS	9.8/17
48.	West 57th	CBS	9.7/17
49.	Motown Review	NBC	9.5/18
50.	Football, Miami-L.A. Raiders	NBC	9.2/18
51.	Airwolf	CBS	8.9/18
52.	Diff'rent Strokes	NBC	8.8/18
53.	Knight Rider	NBC	8.8/17
54.	Silver Spoons	NBC	8.1/16
55.	Dynasty	ABC	8.0/13
56.	Rock 'n' Roll Summer Action	ABC	7.9/14
57.	Our Time	NBC	7.5/15
58.	Meteor	ABC	7.4/13
59.	Punky Brewster	NBC	7.2/15
60.	Ripley's Believe It or Not	ABC	7.2/15

*indicates premiere episode

change ERP to vis. 1,603.25 kw, aur. 160.32 kw; change HAAT to 200 ft., and change TL. App. Aug. 15.

■ WMFP (ch. 62) Lawrence, Mass.—Seeks MP to change ERP to vis. 3,200 kw, aur. 320 kw and change HAAT to 929 ft. App. Aug. 23.

■ WIIM-TV (ch. 8) Iron Mountain, Mich.—Seeks MP to change HAAT to 556 ft. App. Aug. 16.

■ WTUV (ch. 33) Utica, N.Y.—Seeks MP to change ERP to vis. 6.95 kw, aur. .695 kw and change HAAT to 772 ft. App. Aug. 26.

■ WASV-TV (ch. 62) Asheville, N.C.—Seeks MP to change ERP to vis. 8.4 kw, aur. 84 kw; change HAAT to 154 ft, and change TL. App. Aug. 20.

■ KVNJ-TV (ch. 15) Fargo, N.D.—Seeks CP to change ERP to vis. 8 kw, aur. .8 kw; change HAAT to 197 ft.; change ant., and change TL. App. Aug. 13.

■ WBNX-TV (ch. 55) Akron, Ohio—Seeks MP to move SL outside city of lic. App. Aug. 26.

■ WWSG-TV (ch. 57) Philadelphia—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,159 ft., and replace ant. App. Aug. 21.

■ KPEJ (ch. 24) Odessa, Tex.—Seeks MP to change ERP to vis. 4,453.2 kw, aur. 890.6 kw; change HAAT to 1,100 ft., and change TL. App. Aug. 22.

Actions

AM's

■ KIFW (1230 khz) Sitka, Alaska—Granted app. to increase day and night power to 1 kw. Action Aug. 6.

■ KTNN (660 khz) Window Rock, Ariz.—Granted app. to change TL. Action Aug. 13.

■ KVVQ (910 khz) Hesperia, Calif.—Granted app. to change TL. Action Aug. 6.

■ KRVV (1360 khz) Vail, Colo.—Granted app. to change freq. to 610 khz. Action Aug. 9.

■ WGTO (540 khz) Cypress Gardens, Fla.—Granted app. to increase power to 5 kw. Action Aug. 9.

■ WZLP (1460 khz) De Funiak Springs, Fla.—Granted app. to increase power to 5 kw. Action Aug. 8.

■ WBIX (1010 khz) Jacksonville Beach, Fla.—Granted app. to add night service with 10 kw; install DA-D, and make changes in ant. sys. Action Aug. 8.

■ WNOG (1270 khz) Naples, Fla.—Granted app. to increase power to 2.5 khz. Action Aug. 9.

■ WGNZ (650 khz) Titusville, Fla.—Granted app. to change city of lic. to Christmas, Fla. Action Aug. 7.

■ WAEC (860 khz) Atlanta—Dismissed app. to change city of lic. to Mableton, Ga. Action Aug. 12.

■ KBBK (970 khz) Rupert, Idaho—Granted app. to change TL. Action Aug. 8.

■ WFEN (1160 khz) Fenton, Mich.—Granted app. to change TL. Action Aug. 7.

■ KSRN (1590 khz) Sun Valley, Nev.—Granted app. to change TL. Action Aug. 8.

■ WERA (1590 khz) Plainfield, N.J.—Granted app. to augment standard night pattern. Action Aug. 7.

■ WSML (1190 khz) Graham, N.C.—Dismissed app. to add night service with 1 kw; increase day power to 10 kw; install DA-N; change freq. to 1200 khz; change TL, and change SL to Ivey Road, Graham, N.C. Action Aug. 7.

■ WBIG (1470 khz) Greensboro, N.C.—Granted app. for direct measurement of ant. power. Action Aug. 15.

■ WETC (540 khz) Wendell, N.C.—Granted app. to change SL. Action Aug. 13.

■ KBND (1110 khz) Bend, Ore.—Granted app. to operate with 12.5 kw non DA. Action Aug. 6.

■ KRUN (1400 khz) Ballinger, Tex.—Granted app. to request specified hours of operation. Action Aug. 8.

■ KFRZ (800 khz) Brigham City, Utah—Granted app. to increase power to 1 kw and change TL. Action Aug. 8.

■ KBBO (1390 khz) Yakima, Wash.—Granted app. to increase day power to 5 kw; reduce night power to 500 w, and install DA-2. Action Aug. 8.

FM's

■ KWBO (98.1 mhz) Hot Springs, Ark.—Granted app. to change SL to 600 West Main, Hot Springs. Action Aug. 20.

■ KXGO (93.1 mhz) Arcata, Calif.—Dismissed app. to operate formerly main facilities as aux. Action Aug. 12.

■ KHCR (95.5 mhz) Pauilo, Hawaii—Granted app. to change TL; change ERP to 3 kw, and change HAAT to minus 186.96 ft. Action Aug. 9.

■ WFRB-FM (105.3 mhz) Frostburg, Md.—Returned app. to change HAAT to 959 ft. Action Aug. 5.

■ KDHL-FM (95.9 mhz) Faribault, Minn.—Denied app. to change TL; change ERP to 3 kw, and change HAAT to 328 ft. Action Aug. 6.

■ KAAQ (105.9 mhz) Alliance, Neb.—Granted app. to change HAAT to 705 ft. Action Aug. 7.

■ KILA-FM (95.5 mhz) Henderson, Nev.—Granted app. to change SL to 1515 East Tropicana, Building B, Las Vegas. Action Aug. 13.

■ *WCQS (88.1 mhz) Asheville, N.C.—Returned app. to change TL; change ERP to .26 kw; change HAAT to 1,132 ft., and make changes in ant. sys. Action Aug. 6.

■ KELI-FM (92.1 mhz) Broken Arrow, Okla.—Granted app. to change SL to 6931 South 66th East Avenue, Tulsa, Okla. Action Aug. 12.

■ WHYL-FM (102.3 mhz) Carlisle, Pa.—Granted app. to change TL; change HAAT to 328 ft.; install DA, and make changes in ant. sys. Action Aug. 8.

■ WYFM (102.9 mhz) Sharon, Pa.—Granted app. to install new transmission sys. Action Aug. 2.

■ WCOS-FM (97.9 mhz) Columbia, S.C.—Granted app. to change SL to 2440 Millwood Ave., Columbia. Action Aug. 12.

■ WWDM (101.3 mhz) Sumter, S.C.—Granted app. to use former main facilities as aux. Action Aug. 7.

TV's

■ KARK-TV (ch. 4) Little Rock, Ark.—Granted app. to replace ant. Action Aug. 15.

■ KTHV (ch. 11) Little Rock, Ark.—Granted app. to replace ant. and change HAAT to 1,710 ft. Action Aug. 15.

■ WHCT-TV (ch. 18) Hartford, Conn.—Dismissed app. to change ERP to vis. 3,258 kw, aur. 325.8 kw and change HAAT to 1,115.1 ft. Action Aug. 12.

■ KBFD (ch. 32) Honolulu—Granted app. to change HAAT to 424 ft. and change TL. Action Aug. 16.

■ *KHBU-TV (ch. 14) Houston—Granted app. to change ERP to vis. 4,500 kw, aur. 450 kw; change HAAT to 1,336 ft.; replace ant., and change TL. Action Aug. 15.

In Contest

Review Board made following decisions:

■ Chicago (Video 44 and Monroe Communications Corp.) TV proceeding. Scheduled oral argument for Aug. 23 on exceptions to initial decision of AJ Joseph Chachkin conditionally granting app. of Monroe Communications for new TV station on ch. 44 presently occupied by WSNS-TV, and denying app. for renewal of Video 44. Each party has 20 minutes for argument. Video 44 may reserve part of its time for rebuttal. By letter, July 24.

■ Universal City and Marble Falls, Tex. (Gandores Corp., et al) AM proceeding. Granted request for agreements; dismissed apps. of Marble Falls Broadcasting and Worden Communications Co.; granted app. of Gandores Corp. for new AM station at Universal City, and terminated proceeding. By order, July 31.

ALJ Joseph Chachkin made following decision:

■ San Diego (Catherine Juanita Henry, et al) FM proceeding. By separate orders: granted motion by C & E Partners and dismissed its app. with prejudice and granted motion by Arden Lawrence Sniffen Jr. and dismissed his app. with prejudice. By order, July 25.

ALJ John H. Conlin made following decision:

■ Mobile, Ala. (Mobile TV 61 Inc. and South Alabama Telecasters) TV proceeding. Dismissed South Alabama Telecasters' app. for failure to prosecute its app. By order, July 30.

ALJ Thomas B. Fitzpatrick made following decisions:

■ Redding, Calif. (Clapp and Auel Microwave Communications and Lipper LaRue) MDS proceeding. Granted joint request for settlement agreement; two applicants will merge into partnership with Marvin Clapp, Carl Auel, Michael Lipper and Knox LaRue with 25% each; dismissed Clapp and Auel Microwave's app. with prejudice; granted amended app. of Lipper LaRue for new MDS station at Redding, and terminated proceeding. By MO&O, Aug. 1.

ALJ Byron E. Harrison made following decision:

■ Watertown, N.Y. (790 Communications and Thomas Gramuglia) FM proceeding. By separate orders: granted motions by 790 Communications and added issues against Gramuglia, among other things, to determine if he had reasonable assurance of availability of his first and second transmitter site and to determine if he failed to notify FCC within 30 days of FAA's actions with respect to his transmitter site; to determine if he misrepresented facts or lacked candor with environmental impact of first proposed tower, and to determine if Gramuglia possesses basic and/or comparative qualifications to become commission licensee. By MO&O, July 24.

ALJ Edward J. Kuhlmann made following decisions:

■ Los Angeles and Norwalk, Calif. (RKO General Inc. and Fidelity Television Inc.) TV proceeding. On judge's own motion, deleted following intervenors apps.: Professional Broadcasters Group Inc., Women in Broadcasting Corp., First City Communications Inc., Florida Southern Broadcasters, Broadway Broadcasters and City Broadcasting Co. By MO&O, July 25.

■ San Antonio, Tex. (Vela Broadcasting Co., et al) TV proceeding. Granted motion by Televista Corp. and dismissed Salinas-Oatman Corp.'s app. with prejudice and granted motion by Fiesta Communications and dismissed its app. with prejudice. By MO&O, July 25.

ALJ Edward Luton made following decisions:

■ Santa Barbara, Calif. (Coast TV, et al) TV proceeding. Granted motion by Solar Television Inc. and added, among other things, to determine if Mission Broadcasting Corp. improperly certified its app. as being complete and accurate, if it misrepresented facts or was lacking in candor of its ownership and effects on basic or comparative qualification of Mission to be commission licensee. By MO&O, July 31.

■ Morehead, Ky. (John H. Leland and Garcia Communications) TV proceeding. Neither applicant appeared at prehearing conference, therefore, judge dismissed apps. of Leland and Garcia with prejudice and terminated proceeding. By order, July 29.

■ Cadillac, Mich. (GRK Productions Inc. and Robin C. Brandt) TV proceeding. Granted joint request for settlement agreement; dismissed Brandt's app. with prejudice; granted GRK's app. for new TV station at Cadillac, and terminated proceeding. By MO&O, Aug. 7.

ALJ Walter C. Miller made following decision:

■ Venice, Fla. (Holiday Group, et al) TV proceeding. Granted joint request for joint settlement agreement and dismissed Santa Rosa Broadcasting Inc.'s app. with prejudice. By

Summary of broadcasting as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.